

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

Г.Ю. Гребінник, Г.В. Комова, В.В Рубцова

МЕТОДИЧНІ ВКАЗІВКИ

для самостійної роботи
студентів 2-го курсу економічних спеціальностей
над розвитком англomовних лінгвістичних компетенцій

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SELF-STUDY GUIDE

to developing English linguistic competences
for second-year students of Economics

Харків 2019

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До друку дозволяю
Проректор

проф. Мигущенко Р.П.

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Методичні вказівки для самостійної роботи студентів 2-го курсу економічних спеціальностей над розвитком англомовних лінгвістичних компетенцій. / уклад.: Г.Ю. Гребінник, Г.В. Комова, В.В Рубцова. – Харків: НТУ «ХПІ», 2019. – 60 с.

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ПЕРЕДМОВА

Методичні вказівки призначені для самостійної роботи студентів другого курсу економічних спеціальностей. Метою даних методичних вказівок є допомога студентам у розширенні запасу фахової лексики для подальшого її використання як в усному мовленні, так і для читання текстів за спеціальністю.

Методичні вказівки складаються з чотирьох розділів, які включають навчальний лексичний матеріал, що відповідає програмному змісту модулів V–VIII дисципліни «Іноземна мова». У кожному розділі включено різноманітні вправи для опрацювання активної лексики в усному мовленні та розширення пасивного словникового запасу, що стане у нагоді при подальшому читанні фахової літератури та успішному складанні іспиту для вступу до магістратури.

Module 5
Unit 7
Vocabulary 1

1. Look through the following international words from the text. Guess their meaning. Explain the reason for dividing them into 2 groups:

- a) standards, reputation, vouchers, formality, proportion;
- b) billion, billionaire, series, location.

2. Think of good interpretation of misleading words.

1. Despite its convenient location at the top of Broughton Street, this bar has never really taken off.

2. About half of the users now access the Internet from more than one location.

3. Its isolated location and lack of convenient transportation has helped the town keep its original ancient and pristine appearance.

4. The explosion was the latest in a series of accidents.

5. The leaders of various intelligence agencies worry about a series of high-profile events this summer.

6. The book presents a series of possible solutions to this problem of affordable access.

7. He has been conducting a series of workshops around the country on wartime journalism ethics.

8. Cosmetics is a billion-dollar industry.

9. The government has invested billions of dollars in the project.

10. In China, the policy of one child per family was introduced to stabilize the country's population at 1.6 billion.

11. Black homeownership is growing, as are the ranks of the Black millionaires and billionaires among us.

12. Melbourne is filling with tycoons, moguls, magnates, billionaires and mere millionaires.

13. We need money to see this sight reserved for millionaires and billionaires.

14. Five hundred and fifty billionaires possess the same amount of wealth as the poorest 2 billion people on the planet.

3. Translate the sentences with one word missed in each one. Guess the meaning of the missed words. Consult Exercise 1 if necessary.

1. She has the of being a good doctor.
2. The of care at our local hospital is excellent.
3. He started out with a simple discount club, offering individuals discount in return for an annual fee.
4. For years they have enjoyed a of living unmatched by any other country in Europe.
5. The company has a worldwide for quality.
6. Twice a year dividend are mailed to card holders, and these can be exchanged for cash at any Co-Op outlet.
7. His was destroyed when he was caught stealing some money.
8. Parents are given a or certificate by the government to pay for all or part of tuition if they decide to send their child to a private school.

4. Use the words from exercises 1—2 to generate your own cross-word puzzle:

Vocabulary 2 Key words

1. Find the words with the opposite meaning for the words in the box. Use them to make phrases with the words below:

low, good, skilled, training, high, cheap, strong, healthy, stable, easy, government;

courses, unemployment, taxes, transport links, access to credit, staff, interest rates, rents, currency, economy, grants, political situation, economy.

2. Use the phrases from exercise 2 to describe the economic situation in an imagined country.

3. Find words and phrases in text 1 that mean the following.

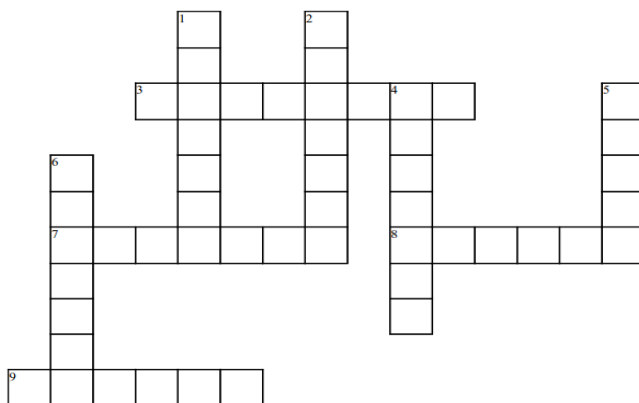
1. A reduction in the usual price

2. Extend over a large or increasing area
3. Material wealth
4. The act of offering to pay a particular amount of money for something, by different people
5. Sudden and dramatic
6. Come to an end or stop being in use
7. In a regular and even manner

4. Complete the sentences with the words and phrases from exercise 3.

1. The company will be sold through a public invitation to tender through a two-stage competitive
2. The appeal of football wider and wider beyond the nation's boundaries.
3. When my annual membership, I'll have to renew it.
4. The most growth in global e-commerce sales is taking place in Europe.
5. Most companies offer a if you purchase in larger quantities.
6. Despite the healthy pace of earnings growth, the cost of labour has actually been declining.
7. Bill Gates has maintained a firm hold on the title of the world's richest individual. His road to began when he was a tech-obsessed 13-year-old student at Lakeside School in Seattle, Washington.
8. The designer outlets offer permanent, with up to 50% off and all merchandise sold is stock surplus to the high street stores.

5. Use the words from text 2 to solve a puzzle:



Across:

- 3) a way of dealing with a situation or problem;
- 7) income, especially when of an organization and of a substantial nature;
- 8) a store that sells the items of a particular manufacturer, often at a discount;
- 9) the sale of goods to the public in relatively small quantities for use or consumption rather than for resale.

Down:

- 1) inquire into or discuss (a subject) in detail, examine or evaluate an option or possibility;
- 2) give publicity to (a product, organization, or venture) so as to increase sales or public awareness;
- 4) the government department that is authorised to collect the taxes imposed on imported goods;
- 5) an activity involving skill in making things by hand;
- 6) organize or make plans for (a future event).

6. For each sentence, find one word from the puzzle above to replace the word or phrase in *italics*.

- 1. Since our research so far has not produced any answers to this problem, we need to adopt a different *perspective* to it.
- 2. Most of the money collected by the *agency, dealing with taxes on goods coming into and leaving a country*, comes from import duties on mineral fuels, petrol, gas, machinery, equipment and automobiles.'
- 3. The mortgage company has launched a large advertising campaign to *market* the product, First Start Mortgage.'
- 4. Several companies are hoping airlines will allow advertisers to *popularize* products on the airplanes themselves, specifically on tray tables.
- 5. The company will *provide* transport from the airport.
- 6. This is why I want fleet managers, car hire firms, taxi companies and individual motorists to *consider* the liquefied petroleum gas option.'
- 7. The clothing company has six *stores*.
- 8. The government is scrabbling around for ways to raise *income* without putting up taxes.

7. Which word is encrypted in each of the following sentences?

1. An example of is trying to buy a ring on eBay.
2. An example of is cutting prices in your store from \$10 to \$5.
3. To plan a meeting in the park is an example of
4. An example of is all the money made by the government in a year.
5. An example of is when an offer was good until May 1, 2012 and the clock strikes midnight on May 2nd 2012.
6. An example of is selling shirts to customers in a clothing store.
7. An example of is to print information about soap in a magazine to increase sales.
8. An example of is checking out the inside of a cave.
9. An example of a is sewing a costume.
10. An example of an is a Coach store.
11. To organize a wedding is an example of
12. An example of is when we have to pay a sum of £200 on all the wine we take back from France.
13. An example of is when we try to inquire into or discuss (a subject) in detail.
14. An example of a is carpentry.

8. Guess the meaning of the omitted words. You may use the words from the above exercises.

1. Russell says that her company's has risen by 25% during each of the past four years.
2. Advertisers are hired to these products and services to specific markets based on a careful calculation of a target population's propensity to consume.
3. Women in rural areas are also generating income through activities such as and tailoring.
4. It took us ages to get through when we got back from Italy.
5. Our next meeting is for Monday night November 1st at 8pm in the Marian Centre.

6. We got pulled over by on our way back from France. We only had 200 bottles of wine — it was so unfair.

7. The centre offers a myriad of shops ranging from selling typical tourist fare to more weird and wonderful places, selling cheeses, wines, hand crafted toys, jewellery and antiques.

8. Traders have lost £10,000 in since the traffic scheme was implemented.

9. Large chains are usually only prepared to locate stores in areas of high population density.

9. Study verb phrases. Find the sentences where they are used. Determine the meaning from the context. Write your own sentences using these phrases.

- a) to set up
- b) to turn into deep pockets
- c) to know one's worth
- d) to turn down
- e) to get one's hands on products
- f) to show signs of
- g) to lay the foundations
- h) to sign up

10. Paraphrase the sentences to use the verb phrases from exercise 7 instead the words and phrases in the italics below:

- 1. *Have a high opinion of oneself* and don't let people take advantage of you.
- 2. The freezing temperatures had *transformed* the water in the lake ice.
- 3. It's terrible what developers can do to our natural surroundings when they *come into possession of* a bit of land.'
- 4. The *prosperity* of The Japan Foundation allowed the curators to travel to three other Asian countries for research.
- 5. Hewlett and Packard *opened* shop in the now legendary garage in downtown Palo Alto.

6. ABL has been operating the centre on behalf of the Council for seven years since it opened but will go it alone as soon as the deal is *closed*.
7. He *rejected* all our offers of help.
8. The group plans to *start* an import business.
9. His first novel was *changed/transformed into* a television film.
10. The carriage *changed into* a pumpkin at midnight.
11. How could you *refuse* such a fantastic job?
12. There is still some way to go before the deal is *made* and even then it may take some time for any money to be released.
13. Victor and Ilsa cannot leave Casablanca, despite Victor's obvious *affluence/well-being*.
14. I'm afraid that I will have to *reject* your invitation.
15. According to French news outlet L'Equipe (H/T Sport Witness), the Premier League outfit approached the player's camp with a significant offer but were *rejected*.
16. The city's education system *demonstrates* improvement.
17. Persons with an alcoholic relative are more at risk of *becoming* addicts.
18. The two leaders have *initiated* a new era in cooperation between their countries.
19. There is still some way to go before the deal is *concluded* and even then it may take some time for any money to be released.
20. There is still some way to go before the deal is *made* and even then it may take some time for any money to be released.
21. Mayor Dave Ulan said her request would need to go before the council's ordinance committee, but that the city typically has *declined* the idea of urban farming.
22. According to researchers from the University of Waterloo in Ontario, Canada, children commonly *experience* a mental disorder soon after receiving a diagnosis involving of a chronic physical condition - asthma, food allergy, epilepsy, diabetes or juvenile arthritis.

Vocabulary 3 Word Building

1. Use the word given in capitals to form a word that fits in the space. Use both suffixes and prefixes.

House prices have risen over the past two years.	EXPLODE
Free agency allows an athlete to market himself or herself for the best possible price to any team upon the of a contract. He himself refused to renew his contract after its on June 30, saying that 'he was not able to work in such an atmosphere.	EXPIRE
This warm margarine is much more than that lump of cold butter. This cheese is cured in crocks and used like butter. Fruit butters are made from fruit pulp cooked with sugar until thickened to a consistency.	SPREAD
Download the photos to your computer and adjust the images in Photoshop to compensate for any camera Though she could walk, she did better holding a hand. As a result of his car accident, he still walks	STEADY
I'm not sure why would be compared to educated graphic designers. Experienced will be able to enhance and share their skills and knowledge, as well as make new friends.	CRAFT
Retailers operate in a fast-paced environment where customers can dictate time management The tower was only from the outside by climbing onto the roof of the mansion using a ladder. Most of all, though, he was friendly and You are diplomatic and cautious in your to sticky situations. It is a fact that a strategic to tourism can only succeed if the product infrastructure is in place.	APPROACH

<p>They are planning to use the money to invest in material to advertise the company.</p> <p>Customer response to material also needs to be measured.</p>	PROMOTE
<p>All the for the wedding were made.</p> <p>He must then suggest future for European cooperation.</p> <p>The DR16 has 16 hours of record time and records up to 396 files of messages that are into 4 folders.</p> <p>Still my family are so overcome by this momentous event they have a big party for me when I go home tomorrow night.</p> <p>With both sides accepting Japanese mediation, a ceasefire was for January 28.</p> <p>Both interviews were for 19 June.</p> <p>Government-sponsored art loans may be in order to promote a nation's image overseas, attracting investments and favourable foreign relations policies.</p>	ARRANGE
<p>A panel discussion will the myriad issues surrounding rapidly emerging biotechnology and how it relates to world trade.</p> <p>The author in depth the obstacles they confronted and the strategies they employed to survive and even prosper.</p> <p>To find out, he asked her to prepare an paper on the possibility of using television to teach young children.</p> <p>Through activity and dialogue, we expect to generate prototype projects and ideas for future art/tech collaborations.</p> <p>As mentioned in the introduction, this study was an one which was aimed at generating data to assist in the design of new Web technologies.</p> <p>Yet for all their efforts, little consensus on this topic has emerged, and many areas remain</p>	EXPLORE
<p>This does not mean, of course, that we have attained</p>	DISTRIBUTE

<p>food security for every Indian, but that is mainly a problem.</p> <p>As of yet, the film remains in the United States, and that's unfortunate.</p>	
<p>Think twice before buying cheap fireworks from sources.</p> <p>This is truly disgusting stuff - morally despicable and professionally</p> <p>If you're struggling with debt and unsure about your options, talk to a credit counselor before filing for bankruptcy.</p> <p>Ensure that the source is legitimate and</p>	REPUTATION

Unit 8

Vocabulary 1

1. Find international words in the following sentences, explain their meaning.

1. A massive migration from rural to urban areas characterized the twentieth century.
2. The town was one of the six fastest growing urban areas in Ireland, according to the last census.
3. The growth in population is part of the city council's urban development strategy.
4. The boom in our population and the rapid growth of cities are contaminating our most precious resource.
5. The dolphin population has been decimated by tuna fishing. In the past eight years, the elephant population in Africa has been halved.
6. "All of the transactions only take place on paper", a customs official said.
7. The small boxes were delivered to his office through an official in the Department of Foreign Affairs.
8. The official added that the responsibility to pay these fees rests solely with the rights holders to whom the quotas are issued.

9. Both the gymnasts and coaches have put a lot of effort into training for this competition, and we are delighted with the results.

10. The next time they were to meet was in May for the wedding ceremony and celebration.

11. Most financial analysts have been surprised by the persistence of the recession.

12. A large number of analysts are pessimistic about the future of the economy.

2. Which word is explained?

1. An example of is the nature of Manhattan.

2. An example of is over eight million people living in New York City.

3. A routine for serving tea in a very formal and elaborate manner is an example of a tea

4. A psychotherapist is an example of an

5. A graduation event where graduates are given their diploma is an example of a graduation

3. Which word is omitted?

1. In 1992 the of Cairo was approximately 6,500,000.

2. The whose responsibility it was to regulate the disposal of radioactive wastes is one Jackson.

3. She started as a after finding motivation from watching the Olympic Games as a child.

4. The next time they were to meet was in May for the wedding and celebration.

5. Many are predicting an upswing in the economy.

6. is the number of people or animals in a particular place.

7. A department told them on Wednesday that their request had been granted and a copy would be posted to them.

8. Many failed to predict the sudden drop in house prices.

Vocabulary 2 Key words

1. Complete the sentences with the phrases from exercise A at p. 75.

1. We did on the buying habits of single mothers.
2. surveys of teenagers revealed that what they most wanted was control over all the devices in their lives.
3. In many industries the that is most desirable are millennials between the ages of 18 and 35, unfortunately this group is often the toughest to market to.
4. They were the right that we were looking for and that made us feel ready to get started.
5. Our competitor is slashing prices right now in an attempt to regain
6. Its US fell to 45% from 50%.
7. An online survey is an inexpensive way to start to build a
8. All our are stored in our extensive database.
9. Prices of rose by 2.5% last year.
10. The signifies the point at which consumers first have access to a new product.
11. By controlling the presentation, appearance, and price of the product, the company can maximize sales at every step of the
12. One of the company's main challenges is continuing innovation of the
13. Here you will be solving clients' problems, which could be anything from introducing a new to helping multinationals to restructure.
14. for the coming six months are downbeat.
15. You should put together a good to try and predict how things will go with your new product.
16. Our was going well and we thought we would be getting a lot more revenue this year.
17. The additional bonus for meeting is designed to act as an incentive.
18. Industry-wide promotion and are becoming more streamlined and sophisticated.

19. I wonder how many months are invested in the marketing and
..... of some of today's most successful consumer products.

20. Even personal tragedy is fuel for big business

21. The bride's father, who is retired, was the owner of Warjo
Promotions, an that sold promotional items in New York.

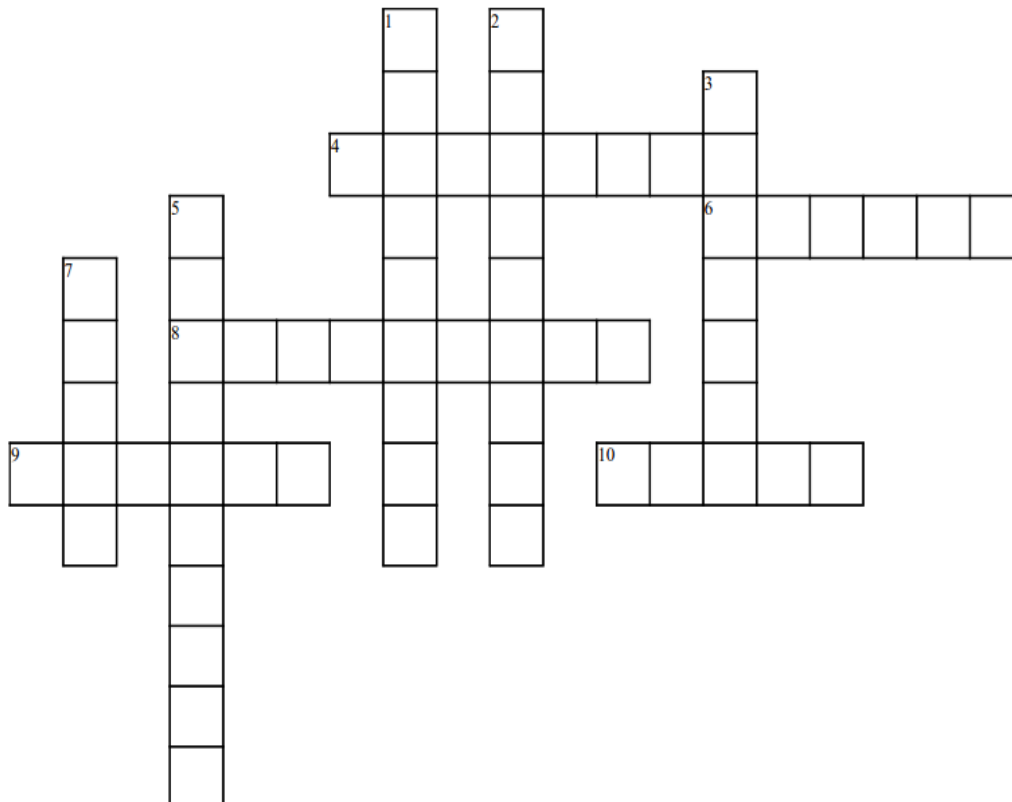
22. is the predicted or observable activity or manner in which
people make decisions regarding the procurement of goods or services;
specifically, what, when, why, where, how often and from whom goods and
services are bought.

23. Not long ago Unilever, manufacturers of, opened business
in the city.

24. Yet do our televisions, telephones, videos and other
represent affluence or poverty?

25. In the past year, and autos have accounted for half the
overall advance in imports.

2. Solve the puzzle. Use key words of the unit.



Across:

- 4) the inland part of a country or region;
- 6) become or make larger or more extensive;
- 8) having or holding as much as can be absorbed of something;
- 9) physical or mental activity needed to achieve something;
- 10) a situation in which a company sells a product or service in a particular place or to a particular group of customers for the first time.

Down:

- 1) begin to sell its products in a particular market or area;
- 2) to have more goods or supplies than are needed;
- 3) to say what will happen in the future;
- 5) readily available for the owner's use as required;
- 7) change in emphasis, direction, or focus.

3. Study the sentences, identify the key words of the unit. Think of good translation for each sentence.

1. We want to be able to compute various per capita measures, such as GDP per capita and real disposable personal income.'

2. As Marx put it in his great work Capital, from the point of view of the system, if a worker consumes his disposable time for himself, he robs the capitalist.

3. In the US, an already saturated news market realised that priorities had to shift.

4. There are many benefits to be gained from the company's entry into the pharmacy market.

5. With this takeover, the company gains entry into one of the most lucrative banking markets in the country.

6. Among the benefits of the measures would be an increase in the flow of funds in and out of Japan, eased market entry for foreigners, more competition and reduced trading fees.

7. Agricultural capitalism in the interior of early twentieth-century South Africa was still in its brutal youth.

8. An innovative project aimed at easing travel problems for young people in rural areas is expanding after proving a success.

9. Whatever you like, whatever your interests are, broadband internet will help them flourish and expand.

10. The road leading to the proposed international airport in Bangalore is being expanded into a four-lane highway.

11. Has the media balance of power shifted to bloggers?

12. Media attention has shifted recently onto environmental issues.

13. Rather than lowering tariffs, developed countries continue to subsidize their farmers to penetrate developing markets with cheaper products.

14. The company has been successful in penetrating overseas markets this year.

15. It's still not possible to accurately predict the occurrence of earthquakes.

4. Which word is missed? Consult the box. Sometimes you should change the form of the word.

expand	shift	penetrate	predicted	effort
saturated	interior	entry	disposable	overstocking

1. By the end of next decade, Irish investors will have invested more of their annual capital than ever before into property.

2. A few years later, British supermarkets were with green products that the same consumers later qualified as too expensive.

3. The development of the of the Continent was not only financed but also to a large degree managed from New York.

4. China, for example, must move from its characteristics of the past, as a coastal economy, a coastal region economy, to develop the of China.

5. In their to reduce crime the government expanded the police force.

6. A considerable amount of time and has gone into this exhibition.

7. It was a real team — everyone contributed something to the success of the project.

8. I don't think we should our business in the current economic climate.

9. The focus of the conferences has gradually from Computer Science to Economics.

10. Society's attitudes towards women have enormously over the last century.

11. But if Scottish companies are going to the market, they have to become a lot more aggressive with their marketing.

12. Honda has succeeded in Western motorcycle markets

13. The weather forecast a sunny start on Sunday but showers arriving later in the day.

14. If we could the future uses of new technology, they wouldn't be innovative.

5. Which word is encrypted?

1. If you believe that the media is overfull of images of violence, this is an example of a time when you might say the media is with violent images.

2. An example of is land away from the Atlantic and Pacific ocean coasts.

3. An example of is someone using their brain to make a plan.

4. An example of is writing a letter.

5. An example of is when public sentiment changes from positive to negative.

6. An example of is when you force your way into a secured zone and successfully gain entry.

7. An example of is a weather person saying it's going to rain tomorrow.

8. Money you have left over after you've paid all of your bills and saved what you wanted to save is an example of income.

9. An example of is someone gathering more knowledge about a topic.

Vocabulary 3. Word building

1. Study the following verbs, state the meaning of the prefix “re”, find the sentences where they occur and translate them:

rebrand, relaunch, regain

2. Find the sentences with the following words in the unit texts. What parts of speech are these words in each case?

market, target, upmarket

3. Read the following short texts. Find all the compound words and phrases. Think of good translation of these compounds.

Text A

China is expanding a student spy network that works to ensure campus stability by watching students and teachers.

The Student Information System was formed after the Tienanmen Square protests of 1989 to monitor and control political debate on campuses. Originally established at larger Chinese universities, the SIS spread in the last decade to provincial and lower-tier universities and even selected middle and high schools. It has also added an additional covert system of student informants who work directly for school security departments.

The SIS has the power to punish students for something as simple as a facial expression. Penalties include revocation of scholarships and marks to academic records.

The group works by an Orwellian ethos. The SIS employs traditional political spying and denunciation techniques, seeking to create a “white terror” environment on campus — in which students and teachers fear surveillance more than arrest — to achieve and maintain influence and control.

The Chinese government “appears determined to continue to use the SIS as a tool to ensure political stability on Chinese campuses, as evidenced by government studies touting its effectiveness for improving education.”

Text B

Since the early twenty-first century, lol has been a must-have abbreviation. Devised by internet users, it conveys mirth — “laughing out loud” — that is invisible and inaudible in purely onscreen interaction. This fresh addition to Global English has been adapted and refashioned with amazing speed, and to diverse uses.

lol (it just looks wrong capitalized; like other vocabulary forged in cyberspeak it carries content indivisible from its form) is traveling the path that OK took in the late nineteenth century. That American abbreviation gradually came to embrace a broad range of affirmations around the world. lol, launched in our era of sped-up communications, has naturally evolved faster.

Moving from screen to talk, the abbreviation “lol” has also morphed into a one-syllable acronym: pronounced “lawl” but still spelled “lol.”

But speaking of parts of speech, which would you assign to lol? None previously established, lol may be a pioneer, perhaps a new kind of Global English particle used in a plethora of grammatical senses to convey levity, irony, or reassurance: no offense intended! This is lol’s great virtue: in exchanges across cultures and oceans, its users learn to tread lightly.

Text C

George Shearing, a British-born jazz musician whose elegantly innovative piano stylings brought him widespread popularity, and whose composition "Lullaby of Birdland" has become an enduring standard, died at the age of 91.

Mr. Shearing, who was blind from birth, forged an early career as England’s leading jazz pianist. With his unusual instrumental lineup - vibraphone, guitar, bass and drums, as well as his piano - Mr. Shearing developed a sophisticated, gentle style that was a subtle rebellion against the era’s high-speed bebop acrobatics. Mr. Shearing’s quintet won four Down Beat magazine polls as best jazz group, and critic Leonard Feather called him "the most important new jazz artist of the day."

In the 1950s and early 1960s, he recorded top-selling albums , later on he appeared at the White House for presidents Gerald Ford, Jimmy Carter and Ronald Reagan and in command performances at Buckingham Palace.

He retired from the stage after being hospitalized in 2004 after a fall.

Mr. Shearing’s career took him from sweaty jazz clubs to concert halls to Buckingham Palace, where he was knighted by Queen Elizabeth in 2007.

Text D

After more than 20 years of civil war, followed by a half decade of uncertain peace, Southern Sudan is starting virtually from scratch. It is a dramatic shift in mentality from short-term survival to long-term planning. “We come from the bush with no human resources to build a new country, and

therefore, we start from zero," said William Deng Deng, chair of the government's Southern Sudan Disarmament, Demobilization and Reintegration Commission.

Deng Deng is in charge of training and integrating into society 150,000 fighters of the south's former rebel group, the Sudan Peoples' Liberation Army, or SPLA. He says it is a daunting task. Many former fighters are uneducated and need jobs. The new country's peace and security are at stake. The most urgent thing is to get rule of law, to have community security." The 2005 Comprehensive Peace Agreement put an end to wide-scale fighting between north and south. Security is still a huge factor. It includes insecurity on the roads: banditry, robberies, etc.

The lack of roads and other infrastructure compound the problem. The country has only about 4,000 kilometers of all-weather roads. Shortages of basic goods are also common. International donors provided aid to besieged communities during the civil war. Now the government is trying to break that dependency.

Text E

We are being encouraged to believe that e-books will soon replace paper books in most forms, that they are cool and everyone wants them.

If I were unlucky and were poor in a country with no social housing and no free healthcare, I don't think I'd be jumping up and down at the prospect of getting an e-book reader of any kind. I don't think I'd be excited that the next blockbuster would be cheaper on my iPhone than on paper (but not as cheap as in the library, where it's free). If I lived in a slum in Sao Paulo, or Delhi, or Ulan Bator, or herded goats in Afghanistan, would I give a damn if you told me I could read Dan Brown's latest in transient electrons? Or would I cherish my comic or my copy of the Koran printed on hard-wearing paper, still mostly readable even if one page was spoilt or fell out?

Publishing is an essential industry - we can't afford to lose it, just as we can't afford to lose the fire service or farming. People - especially children - need books, like they need polio vaccines and they need milk and vegetables. Publishers are not philanthropic organisations. If they can't make money from paper books, they won't make them. If they don't make them, there will be a

generation in which a large percentage of children will be denied reading. We will have a new illiterate poor, in developed and developing countries.

Literacy has been hard won, it is too precious to throw away because we privileged people think e-books are cool. There is a social responsibility to sustain paper-based publishing until e-format reading is properly accessible to all. And all includes those who don't live in our gadget-rich culture, but who still benefit from our publishing industry. When a street-child in Mexico can read an e-book, and a nomad in the Gobi can get access to an e-book, then we can afford to let paper publishing die and surrender it to market forces. But not until then.

4. Guess what kind of consumer electronic device is described below. Find all the cases of using the compound words and phrases in preposition. Translate the sentences you have found.

While Pure's Sensia looked like a rugby ball, the company's latest DEVICE is most definitely designed for the outdoor life.

Clad in sturdy aluminium casing and with rubber flaps covering the fragile ports, the Oasis Flow looks practically bombproof, let alone "weatherproof". Designed to withstand the spray from the hose when washing the car or the moisture of the bathroom, the Oasis Flow meets official waterproofing standards,

Yet, there are reasons to doubt its carry-anywhere credentials. The yellow-on-black screen is perfectly legible indoors, but we struggled to make out the onscreen menu text in bright sunlight. And for a DEVICE designed to be carried down to the beach or local park its arm-aching 2.2kg weight dents its portability. That solidly hewn casing does have its advantages, however. The Oasis Flow's sheer heft (155 x 140 x 230mm) helps deliver a bass-filled sound that's vibration-free with the volume cranked up.

The chunky case also allows Pure to include a sizeable rechargeable battery pack inside the unit. In our battery run-down tests the device lasted around five hours using a combination of internet and DAB at a middling volume, rising to eight hours for DAB alone.

"The Lounge" service lets users handpick their favourite radio stations and podcasts via a web browser, instead of the onscreen menu. But Pure's

combination of touchscreen and traditional dial controls is a little awkward. Only a thin L-shaped sliver of the display is actually touchscreen, meaning users are often required to scroll through menu options using the dial and then confirm a choice by dabbing at the screen. Intuitive, it isn't.

The DEVICE can also stream music from networked PCs and NAS drives, and includes a 3.5mm input jack for connecting MP3 players.

Overall, if you wanted a digital DEVICE to go to war with, you'd choose the Oasis Flow.

5. Practice translating the sentences containing compound words and phrases functioning as attributes.

1. This two-layer strategy keeps a virtual economy linked to the real world, but without risking a collapse due to a black market.

2. This cake is a classic two-layer chocolate cake topped with chocolate frosting.

3. For several years in a row, the retail costs of heating oil and natural gas have seen double-digit percentage increases.

4. A double-digit increase in the economy was possible and unemployment would be gradually reduced.

5. In the seventies we were racked with economic problems like huge inflation and double-digit unemployment.

6. He expects earnings to grow by double-digit figures in the first half of the current financial year.

7. After four years of double-digit growth, house-price inflation is expected to slow this year.

8. Originally established at larger Chinese universities, the SIS spread in the last decade to provincial and lower-tier universities and even selected middle and high schools.

9. Most lower-tier cities lack clear laws and regulations, according to 434 U.S. businesses who responded to a survey conducted by the American Chamber of Commerce in China in March.

10. In that case, "China should respond with a significant fiscal package" of about 3% of GDP, the IMF said, including reductions in consumption taxes

and new subsidies for consumer-goods purchases and for corporate investments in pollution-control equipment.

11. Like many consumer-goods companies, L'Oréal has placed its bets on the rising middle classes in Asia, Africa and Latin America.

12. Pupils enjoy a well-equipped gymnasium and fitness suite, as well as all-weather tennis/netball courts and grass rugby and hockey pitches.

13. On site are all-weather tennis courts, football pitches, a cricket pitch, volleyball courts, a sports hall, gymnasium and snooker room.

14. An all-weather nine-hole putting course has been added to provide the look, feel and play of natural turf all-year round hard-wearing.

6. Explain the phrases with compounds in the function of an attribute:

e.g. sports-goods maker – a company making sports goods

- lower-tier cities
- double-digit sales
- all-weather material.
- all-weather garment
- two-layer jacket
- lightweight jacket
- hard-wearing jacket
- weatherproof jacket
- top-selling outdoor jackets
- full-page advertisements
- half-page advertisements
- point-of-sale advertisements
- outdoor-products company
- camping-equipment shops
- sports-goods outlets
- a 'must-have' item
- consumer-goods multinationals
- sportswear manufacturer
- near-saturated cities

7. Find in the unit compound modifiers (5) for the word “jacket” and make your own sentences with these phrases.

8. Find in the unit compound modifiers (3) for the word “advertisement” and make your own sentences with these phrases.

9. Study Case Study background information. Find and list extreme sports participants mentioned in the text. Consult the dictionary and add more.

Module 6

Unit 9

Vocabulary 1 Key Words

1. Study the key words of the unit. Mind the part of speech they belong to: proof n., second-guess v., vital adj., guess n., courage n., overnight adv., medium n., approve v., head v.

2. Think of good interpretation of the key words in the following sentences.

1. We're going to stop off in Paris for a couple of days before heading south.

2. The country seems to be heading towards revolution.

3. Someone donating that much to me would be doing so because they approve of the idea of an independent journalist.

4. No citizen should feel that their equality before the law is dependent on their embrace of political views that we approve of.

5. My guess is that within a year we will have a referendum.

6. But while clothes shoppers are revelling in the dozens of new alleys open to them, manufacturers are despairing as they try to second-guess the kaleidoscopic public mood.

7. It is not the government's job to second-guess the public's inclination to save or spend.

8. Electricity is vital to modern life, usually essential in the operation of equipment using other fuels.

9. Here the Welsh language is the medium of instruction

10. The Internet has become a global medium for instant communication and quick access to information.

11. It took me months to summon/pluck up the courage to ask for a promotion.

12. In a democratic society, moral courage is an essential ingredient of leadership.

3. Complete the sentences with the key words of the unit. Sometimes you should change the forms of the words.

1. He had to - what the environmental regulations would be in five years' time.

2. It is that the system is regularly maintained.

3. They north on the M6.

4. They think I'm an old fuddy-duddy because I don't tattoos.

5. She called on all her to face the ordeal.

6. We are a moral, ethical people and therefore we do not of their activities.

7. People should have the to stand up for their beliefs.

8. Yet transport remains absolutely to the nature of civic life.'

9. The police have no definitive of her guilt.

10. Blogging is the that lets us communicate with like-minded people.

11. There's no absolute, but all the evidence suggests (that) he's guilty.

12. Great acts of happen every day, but heroes and heroines often go unrecognised.

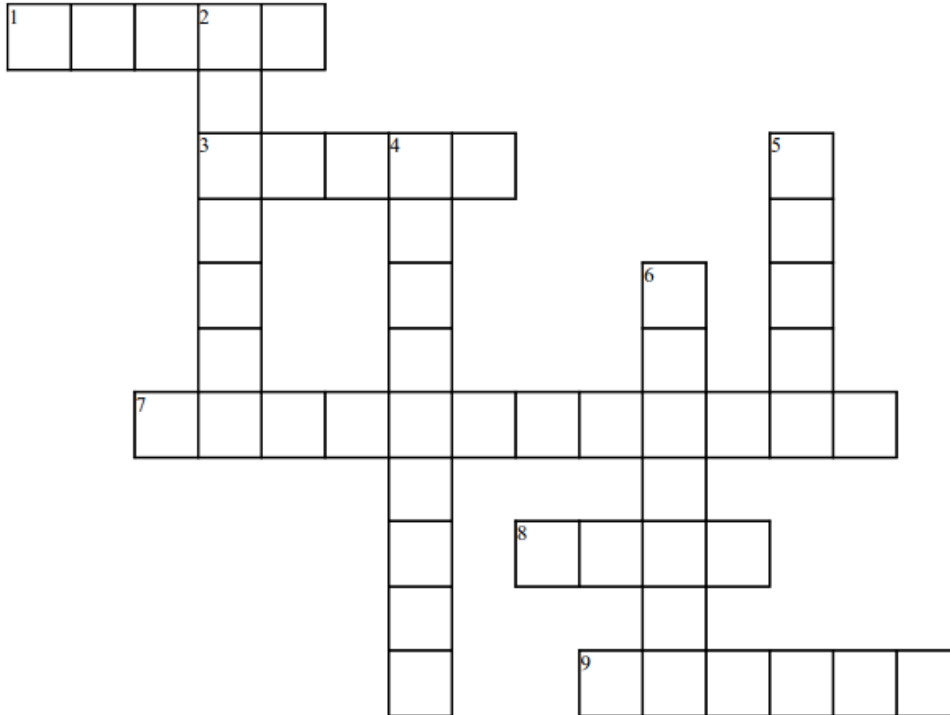
13. The political landscape was changed completely, and voters expected Britain to change almost as quickly.

14. "I wonder why she's not here." "My is that her car has broken down."

15. He said the project is absolutely to the future development of the area.

16. Simply put, mobile communications is the new for the future.

4. Solve the puzzle.



Across:

- 1) absolutely necessary or important; essential
- 3) evidence or argument
- 7) anticipate or predict
- 8) move in a specified direction

Down:

- 9) a means by which something is communicated or expressed
- 2) believe that someone or something is good or acceptable
- 4) very quickly; suddenly.
- 5) an attempt to give the right answer when you are not certain if you are correct
- 6) the ability to control your fear in a dangerous or difficult situation

5. What word is encrypted?

1. An example of is when a friend does something and then you suggest that maybe a different course of action should have been pursued.
2. A committee that will vote in favor of a project is an example of a committee that will a project.
3. An example of a is a newspaper from the combined media form of newspapers, television, magazines, radio and the Internet.
4. An example of a is the thought that about 10 people will be in the race.
5. An example of is when you make a decision and then you start to think about it a little more and decide another decision might have been better.
6. If you completely change your personality from one day to the next, this is an example of when your personality changes
7. An example of is a person who is always active and on-the-go.
8. An example of a is a metal spoon sitting in a cup of hot tea that is too hot to touch.
9. An example of is the ability to stand up to a bully.
10. An example of is your heart.
11. An example of is someone returning to eat at the same restaurant many times showing they enjoy the food.

6. Match the words to make attributive partnerships.

key	manufacturer
leading	business
cloud	investor
fixed	objectives
marketing	conditions
customer	account
short-term	budgeting
long-term	attitude
clothing	plan
wholesale	partner
Internet-based	demand

venture private casual accurate	player forecast computing capitalist
--	---

7. Make verb+noun partnerships using the word below:

self-finance, set,	rescue, introduce,	start, launch,	found, lose;
a business, an objective,	a catalogue, business,	a company, a situation,	an account, organic cotton.

8. Complete the sentences with the phrases from exercise 6 and 7. Sometimes you'll have to change the form of the words.

1. Friedberg discovered that upwards of 70% of businesses are affected by the weather every year — a simple stat that gave birth to an idea: an insurance service for companies that would pay out when bad weather was on the way. He and called it Weatherbill. Last week, he sold it for \$1 billion.
2. It is possible to learning and plan activities that the teacher hopes will achieve the objective, but the outcome will be different for different students.
3. When you a key, it's too late to start working on replacing them.
4. The FREE service helps you trace your lost accounts and savings if you think you may have your or savings.
5. The term "self-financing" includes using your own money to invest directly in the company and using your personal assets as collateral for outside funding. When you-..... your business, it gives you complete control of your company and the independence to do what you want.
6. LOCKEN is a in the field of electronic access control in Europe. Its original digital solution, based on an intelligent key, makes it a unique player in the market.

7. is the delivery of on-demand computing resources — everything from applications to data centers — over the internet on a pay-for-use basis.
8. One of the fundamental lessons we learned in economics is that is a necessity in order to survive in business. Given the right tools and methodical approach, one can make reliable predictions about their consumer's behavior, which enable them to adjust their level of production as well as the pricing schedule to meet the demand of their market.
9.-..... is considered a tool of survival for the company because if you don't have money to pay off your debts, you could risk losing your business.
10. Looking to design your own T-shirt or launch your knitwear collection? Outsourcing to China may be your only option. What do you need to know when selecting a? Substance regulations, material quality and managing the product development and production process may be an answer.
11. Risk capital investment firms can provide the seed money for high-risk, start-up companies. People called run these firms, and make the investment decisions.
12. Many business leaders struggle to create a sales forecast that provides an accurate depiction of reality, but reasonably are an attainable goal for any type of company.
13. His towards work has kept him from getting a real, steady job.

Vocabulary 3 Word Building

1. Make adverbs from the given adjectives: incredible, effective, exact, real, different, probable, entire

2. Make a morphological analysis of the following words occurring in the text: unsurprisingly, co-founder, flexible, disastrous, internship, business

Module 7
Unit 10
Vocabulary 1

1. Look through the following international words, give a quick translation having in mind the parts of speech they belong to, mind the pronunciation.

Motivated adj., illustrate v., stabilize v., colleague n., demotivated adj., scenario n., restructuring n., specialize v., client n., consultant n., innovative adj., proportion n., crisis n.

2. Complete the sentences with the words above:

1. The worst is that we lose two or three thousand pounds.
2. The job has lost its way and we have become demoralised, divided and due to the political meddlings of the Government.
3. In China, the policy of one child per family was introduced to the country's population at 1.6 billion.
4. The research paper was intended to explore Pakistani University ESL learners' perceptions about being motivated and in learning second language, especially in engineering university.
5. Government considers measures to prices for socially important food products.
6. The of women in the profession had risen to 17.3%.
7. The of the economy has resulted in changing patterns of employment.
8. An emergency program has been designed to the economy.
9. 1,520 workers were laid off as part of a
10. The radio station has to include a substantial of classical music.
11. He was one of the most creative and engineers of his generation.
12. She hired a lawyer who in divorce cases.
13. This document recommended a radical of the way government business was carried out.

14. The of greenhouse gases in the atmosphere is rising.
15. The report shows that poor families spend a larger of their income on food.
16. I am used to selling new and products to business customers and consumers.
17. This Portuguese restaurant in seafood.
18. A higher of men are willing to share household responsibilities than used to be the case.

3. Think of good interpretation of the international words in the following contexts:

1. The police reported that the flood waters were abating.
2. The Egyptian news agency reported that a coup attempt had taken place.
3. We called the insurance company to report the theft.
4. There are various options open to someone who is willing to work hard.
5. They didn't leave him much option - either he paid or they'd beat him up.
6. Whichever option we choose there'll be disadvantages.
7. Compared to them, today's youngsters have a lot more career options to choose from.
8. Finally, for those comfortable with investing in stocks there are a wealth of options to choose from.
9. Ships from eight navies will be taking part in an exercise in the Pacific to improve their efficiency in combat.
10. Sweden has shown the way forward on energy efficiency.
11. People here are living in conditions of extreme poverty.
12. He's into all kinds of extreme sports and often gets himself into dangerous situations.
13. Early explorers traveled to the extreme ends of the earth, looking for anything that had not yet been discovered.
14. Across England, the total amount being earned from diversification projects now stands at £100m per year.

15. The cost of the steel and its heat treatment amounts generally to less than a quarter of the total cost of the whole tool.
16. The collapse, when it came, was total.
17. Although sexual and violent crimes have increased by 10%, they remain only a tiny fraction of the total number of crimes committed each year.
18. It was uncomfortable walking barefoot on the shingly beach.
19. Jean felt uncomfortable but managed to force a strained smile.
20. Such a request would also represent a recognition of an uncomfortable fact.
21. For good people it is very uncomfortable to be in the presence of someone in pain and not be able to do anything about it.'
22. The local people were actually multilingual; they often spoke three, four, five languages.
23. Human nature is the natural qualities and ways of behaviour that most people have.
24. It seems to be human nature to worry.
25. Of course, it's human nature you sometimes feel jealous.
26. No landlord wants to take a reduced income, that's human nature.
27. The author has a pessimistic view of human nature. He even seems to be a misanthrope.

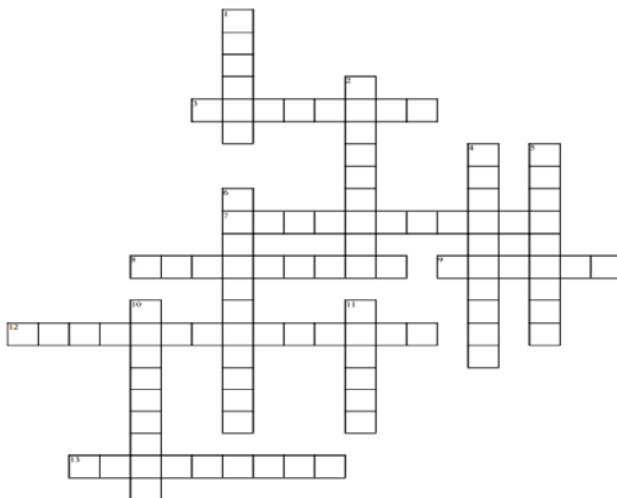
4. What word is encrypted?

1. When you run through all of the possible outcomes of a conversation in your head, this is an example of a situation where you run through all possible
2. An example of is the number of girls in a class compared to the number of boys.
3. An example of is the dance floor at Bar Surya in London that generates electricity as people dance to power the lights and air conditioning.
4. An example of is a doctor who studies the heart to provide care for cardiac patients.
5. An example of is a paper a student writes about a book

6. An example of is when someone says they heard from a friend of a friend that a UFO was spotted.
7. An example of an is the ability to buy ABC stock at a certain price, regardless of the prevailing market price.
8. An example of is a reduction in the number of workers needed to make a car.
9. An example of an is the choice between ice cream and pumpkin pie for dessert.
10. An example of is a summary of findings provided after a committee investigates a situation.
11. An example of someone is someone who speaks English, French and Japanese.
12. An example of is a fever of 104. An example of total used as an adjective is the expression “total recall” where you remember everything.
13. An example of is when you ate too much and are feeling kind of sick to your stomach.
14. An example of something is a meeting of the United Nations.
15. An example of is when you are meeting your friend’s parents and you already know they hate you.
16. An example of is a teacher’s description of student behavior at a conference with his parents.

Vocabulary 2 Key words

1. Solve the puzzle using the key words of the unit:



Across:

- 3) becoming successful or normal again after problems;
- 7) important or noticeable;
- 8) attractive or interesting;
- 9) make (previously unknown or secret information) known to others;
- 12) to act independently and make decisions on your own;
- 13) a person who watches an activity without taking part.

Down:

- 1) considered to be important or beneficial; cherished;
- 2) becoming smaller in size, amount, degree, importance, etc.;
- 4) the result of being involved with something;
- 5) feeling pleased that someone notices and admires you;
- 6) basically, fundamentally;
- 10) involved in something or affected by it;
- 11) a person harmed as a result of a crime, accident, or other event.

2. Complete the sentences with the words from the puzzle:

- 1. Political correctness is an etiquette, a series of codes by which we are supposed to live our lives.'
- 2. The company says it cannot cut its prices anymore because it has a to its shareholders.
- 3. I think we can save a amount of time.
- 4. We need to develop community and civic engagement in young people.
- 5. There has been a increase in the number of women students in recent years.
- 6. A substantial body of research now proves student satisfaction and in learning increase with participation in the arts.
- 7. At last the economy is showing signs of
- 8. It was a difficult time for all (=for everyone who was involved).
- 9. I'm that you would ask me to speak at the convention.
- 10. The final game attracted a crowd of over 50,000
- 11. We've tried to make the design more to young people.

12. Road accident make up almost a quarter of the hospital's patients.
13. A close inspection minute cracks in the aircraft's fuselage and wings.
14. Stiffening competition in the market has led to a in the company's profits this year.
15. Our local hospital has become the latest of the cuts in government spending.
16. We send Christmas cards to our most customers.
17. The survey that two-thirds of married women earn less than their husbands.

3. What word is encrypted?

1. An example of a is a person who was killed or robbed or otherwise had a crime committed against him.
 2. An example of a is a person who was cheated out of money by a scam.
 3. An example of is the first person to undergo a heart transplant. An example of is having to take out the trash every night.
 4. When the income tax rate is cut, this is an example of a time when you get a in taxes.
 5. When a price goes down by 10 percent, this is an example of a 10 percent
 6. An example of is a magician pulling a rabbit out of a hat.
 7. An example of is someone telling you their deep dark secret.
 8. An example of is someone getting healthy after being sick.
- Interest-rate cuts have failed to bring about economic recovery.
9. An example of is a magician showing the audience how she pulled a rabbit out of her hat.

4. Match the words in from different columns to make N+N phrases occurring in the text, be sure you can give a good translation in each case.

parent	consultants
day	company
business	performance
top-class	opportunities
estate	properties
relationship	agencies
sales (x 3)	system
payment	revenue
property	database
team	spirit
presentation	skills
	chart
	job

5. Make V+N phrases from the text using the words in the boxes below.

Stabilise,	solve ,	propose,	charge,	meet,
arrange ,	complete,	gain,	identify;	
a problem,	a client,	a situation,	changes,	
a fee,	viewings,	a purchase,	advantages,	a crisis.

6. Make your own sentences using phrases from exercises 4 and 5.

Vocabulary 3 Word building

1. Use the word given in capitals to form a word that fits in the space.

1. Most raw materials in the world are ESSENTIAL unlimited.
2. Nature is an ESSENCE a process of organic self-evolution.
3. Her RESPONSIBLE to ensure the project finishes on time.
4. The talks between the USA and Germany were very
SIGNIFY for the relationship between the two countries.
5. Intuitively, one would expect to find a SIGNIFICANTLY
correlation between employee engagement and what a business produces.

6. China's ENGAGED in space scientific experiments and technical tests is entirely out of peaceful purpose, it also represents a contribution to the science of humanity and to the cause of peace.

7. In many sectors of the economy the UNRECOVERED has started.

8. A few incredulous SPECTATES watched as Paterson, ranked 23rd in the world, beat the champion.

9. The idea of not having to get up early every morning is rather APPEAL (to me).

10. The committee pressed him to REVELATION more information.

11. The Green Party have called for a substantial REDUCE in the emission of greenhouse gases by the UK.

12. They're launching an appeal to raise money for famine VICTIMIZE.

13. Every child must feel loved and must feel like a UNVALUABLE member of the community.'

UNIT 11

Vocabulary 1

1. Study international words, be sure you understand their meaning:

conflict n., ignore v., discrimination n., hygiene n.

2. Complete the sentences with the words from exercise 1. Sometimes you should change the form of the verb:

1. To prevent the spread of harmful bacteria, everyone should understand the basics of good food

2. Many people feel that the prime minister spends too much time on foreign trips and is domestic problems.

3. Safety regulations are being by company managers in the drive to increase profits.

4. The destabilized the whole region.

5. Poor standards of mean that the disease spreads fast.

6. The law has done little to prevent racial and inequality.
7. The ambassador has offered to act as a go-between for the two countries involved in the
8. Until 1986 most companies would not even allow women to take the exams, but such blatant is now disappearing.

3. Translate the sentences below paying attention to misleading words in bold:

1. Her uncle takes a **personal** interest in her progress.
2. **Naturally** we want to see as few joblosses in the industry as possible.
3. They have been unable to settle/resolve the **dispute** overworking conditions.
4. An outside adviser has been brought in to arbitrate the **dispute** between the management and the union.
5. She has her own **personal** secretary/bodyguard/fitness instructor.
6. Minerals occur **naturally** in the earth's crust.
7. My **personal** opinion/view is that the students should be doing more work outside the classroom.
8. Passengers are reminded to take all their **personal** belongings with them when they leave the plane.

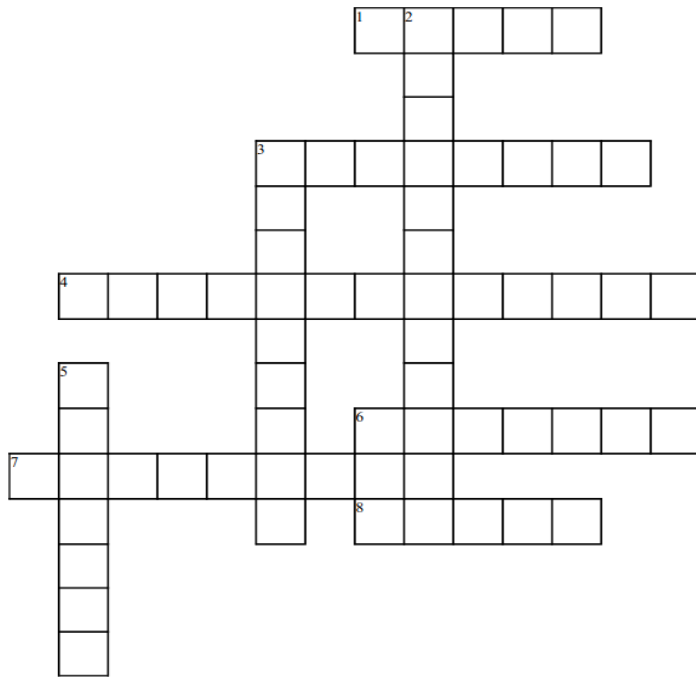
4. Which word is encrypted?

1. An example of information is your name, address, phone number and social security number.
2. An example of a is the different positions people take on global warming.
3. An example of is when a company refuses to hire women because they are women.
4. An example of finance is your individual financial picture and money management strategy.
5. An example of is when you can tell the difference between fine wine and cheap wine.
6. An example of is a restaurant requiring all of their employees to wash their hands after using the restroom.

7. An example of is for a child to not pay attention to his little brother.

Vocabulary 2 Key words

1. Solve the puzzle using the key vocabulary of the unit:



Across:

- 1) to hurt or frighten someone, forcing people to do something they do not want to do
- 3) anxiety; worry
- 4) unsuitable
- 6) easy to see, recognize, or understand
- 7) to stop something from happening or someone from doing something
- 8) make fun of or attempt to provoke

Down:

- 2) not satisfactory or allowable
- 3) a statement that a situation is unsatisfactory or unacceptable
- 5) causing emotional pain

2. Complete the sentences with the words from the puzzle. Sometimes you should change the form of the verb.

1. Our survey indicates that one in four children is at school.
2. We've received a from one of our listeners about offensive language.
3. I've made a to the police about the noise.
4. Unemployment has been the most cost of the recession'
5. There's a lot of public about/over dangerous toxins recently found in food.
6. When it was the company was going bankrupt, the government ordered all their assets to be frozen.
7. Label your suitcases to confusion.
8. The police seem to be powerless to these attacks.
9. Such a policy would be both domestically and internationally.
10. Any taking of hostages is and must be firmly opposed by the international community.
11. I used to hate being about my red hair when I was at school.
12. They him mercilessly about his accent.
13. I know how it is when kids at school make fun of you and make you cry.
14. Being an "outsider" in the clique-centered world of a high school can be at times.
15. His casual behaviour was wholly for such a formal occasion.

3. Which word is encrypted?

1. An example of is a statement about how poorly a certain shop runs its business.
2. An example of is a major fault in a chain restaurant.
3. An example of is to seat students a couple of desks away from one another to stop them from copying each other's responses on an exam.
4. An example of is making a cat chase something they'll never be able to catch.
5. An example of is repeatedly saying to a child that they have a crush on someone.

6. Wearing a cheerful and revealing outfit to a somber funeral is an example of wearing something

7. An example of is the big kid on the playground who steals everyone's lunch money.

8. An example of is how ecologists feel about the decline in bees.

4. Match idiomatic phrases to their definitions:

step in	steal someone's idea
have a quiet word	temporarily take over the job of (a colleague) in their absence
cover for	to speak to someone in private
take credit for (idea)	to become involved in a difficult situation or argument in order to help find a solution:

5. Complete the sentences with the phrases from the exercise above:

1. In 2001 teachers in Doncaster and London refused absences any longer than three days.

2. If you've ever had someone an idea of yours, you know how annoying it is.

3. A while ago I was involved in an incident where I to help someone who was being spat at by a racist.

4. Tell your aunt that I would like to with her. I mean one on one talk.

5. Clearly, this eases the pressure on colleagues who have had them during their absence and saves the council money.

6. An outside buyer has to save the company from going out of business.

Case Study Vocabulary

1. Give proper equivalents in your native language for the following economic and business terms:

a) to make an offer; to fill positions заполнить вакансии; to accept the offer; to vote for or against; to finance new products; to finance entry into new markets;

to benefit from advanced production techniques; to encourage innovation; to become competitive; to make a profit; to lose one's identity; to own the company; to manage the company; to merge with the company; to get rid of staff; to reduce costs; to compete with rival firms; to be more risk-taking;

b) arguments for the offer; arguments against the offer; impressive profits; range of suppliers; range of products; decision-making power; privately owned company; job losses; sales potential.

2. Complete the sentences with some of the phrases above.

1. I had been looking for a new job for a long time. The company me a joband I accepted it.

2. They were asking €180,000 for the apartment, so I started bargaining and an of €170,000.

3. Both shareholders and staff representatives were quite optimistic about the changes in the payment principle. That's why a majority of staff voted to the of an 8% pay rise.

4. Many oil companies the rising price of crude oil. They've boosted revenues as a result.

5. It's difficult for a small shop to the big supermarkets.

6. We used to train our employees to meet our customers' needs. We would prefer to the with a recent graduate.

7. In 1913 Eddington was appointed to the vacant of Plumian Professor of Astronomy.

8. He is a man of fortune. He a big from selling waste material to textile companies.

9. You don't expect to much within the first couple of years of setting up a company.

10. The firm became the world's largest supplier of online security software when it its rival in a £35m deal.

3. Make your own sentences with the phrases from exercise 1.

4. Make short stories with the phrases from exercise 1. Be sure you pay attention to narrative logic and observe coherence.

Module 8
Unit 12
Vocabulary 1

1. Study international words from the text and define the parts of speech they belong to. Explain their meaning in your own words.

Collapse, plan, percent, stability, ceremony, innovative, badge, sort, guarantee, creativity, phrase, manufacturer, innovation.

2. Which word is encrypted in each sentence?

1. When a company comes up with a creative new product such as a new tablet PC, this is an example of

2. An example of to is someone falling to the ground when their knees give way after the person hears terrible news.

3. The company that makes a particular brand of sneakers is an example of the of the sneakers.

4. An example of to is a teacher coming up with the curriculum for her class.

5. An example of something is each person's genetic code which is the only one of its kind or unlike anything else, except in the case of identical twins.

6. An example of is a necklace with a personalized message on the charm.

7. An example of a is one person out of each hundred people being vegetarian.

8. A routine for serving tea in a very formal and elaborate manner is an example of a tea

9. A person who is quiet is an example of a quiet of person.

10. An example of is "went to the store." or "alligators living in Florida".

11. An example of is a calm, stable life where you don't have wild ups and downs.

12. A graduation event where graduates are given their diploma is an example of a graduation

13. When Apple Computer comes up with a brand new product such as the iPod that no one has ever thought of before, this is an example of

14. An example of a is the gold star a sheriff wears on his uniform.

15. An example of is a document stating that a new barbecue grill will be repaired free of charge for the first two years after purchase.

16. When a painter creates a beautiful work of art, this is an example of

17. An example of is the dance floor at Bar Surya in London that generates electricity as people dance to power the lights and air conditioning.

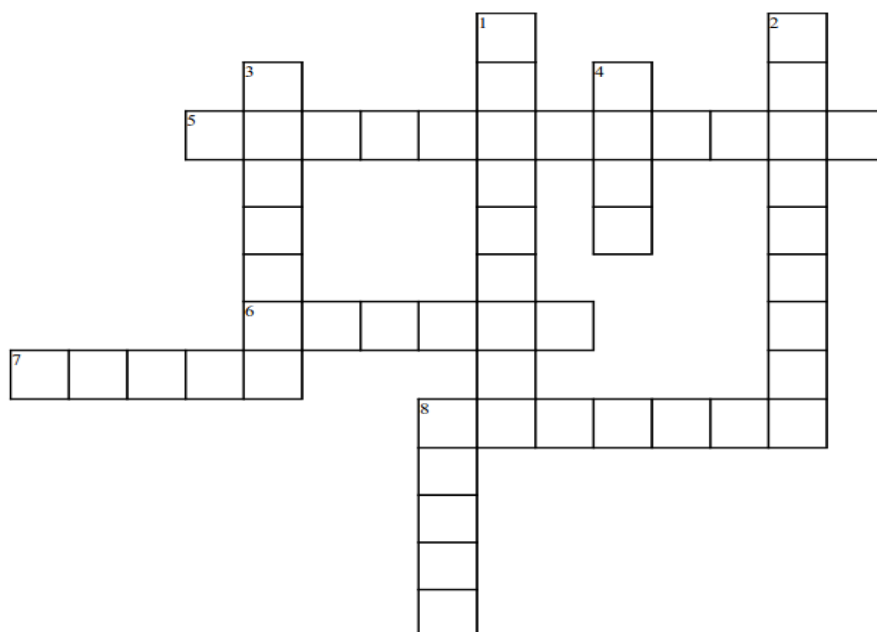
18. A group of people who are kind are an example of a kind of people.

3. Use the words from exercises 1-2 to generate your own cross-word puzzle:

Vocabulary 2 Key Words

1. Study the key words of the unit, explain their meaning in your own words: rival n., confidence n., judge n., preconceived adj., executive n., replace v., shrink v., keen adj., precise adj.

2. Solve the puzzle.



Across

- 5) (of an idea or opinion) formed before having the evidence for its truth or usefulness
- 6) to become smaller
- 7) a person able or qualified to give an opinion on something.
- 8) to find a substitute for something

Down

- 1) trust, faith, self-assurance
- 2) someone in a high position, especially in business, who makes decisions and puts them into action
- 3) exact and accurate
- 4) having or showing eagerness or enthusiasm.
- 8) a person or thing competing with another for the same objective or for superiority in the same field of activity

3. Complete the sentences with the key words of the unit (consult exercises 1,2 if necessary). Sometimes you'll have to change the form of the word.

- 1. Prince Charles is a polo player.
- 2. Clearly she is an experienced politician and probably a good of these matters.
- 3. Since I'm new, I have no notions about how it should be done.
- 4. The bunker's location is a closely guarded secret.
- 5. The factory most of its workers with robots.
- 6. When two hotels offer virtually the same features, each hotel is a of the other hotel.
- 7. Passing my driving test was such a boost to my
- 8. So the central problem is that we will the workforce at the same time that we increase the number of people out of the workforce.
- 9. The new leader will have to display strength of character, sturdiness of will, a intellect and a sense of humour.
- 10. A hard working man, he had a fine knowledge of the land and was a good of livestock.

11. Machine-readable passports will permit identity-checking.
12. I have no idea of the type of intervention that will be needed, legislative or otherwise.
13. Chipmakers can cut costs by the size of their semiconductors and fitting more on a single silicon wafer.
14. A group of business and local politicians met the Italian trade minister to discuss the issue.
15. Tourism has agriculture as the nation's main industry.
16. The company's profits have from \$5.5 million to \$1.25 million.
17. Big supermarkets can undercut all, especially small high-street shops.
18. The government is trying to restore public in its management of the economy.

4. Which word is encrypted?

1. An example of is a witty sense of humor.
2. An example of is having the exact amount of money needed to buy a notebook.
3. An example of is Barack Obama.
4. When you throw out your old shoes and get new ones, this is an example of a time when you your old shoes.
5. An example of to is steaming a pot full of fresh spinach which, after steaming, will become a significantly reduced amount.
6. An example of to is someone losing a lot of weight. A person who competes against you for the first place prize is an example of your
7. An example of is a student feeling positive and prepared for a test they are about to take.

5. Match the words from columns A and B.

launch	a signal
maintain	shots
cut	the competition (x2)
pick up	products

set	sales (x2)
take	prices
catch	the time
hold	the moment
enter	
boost	

6. Which phrases from exercise 5 are missed? Sometimes the form of the word should be changed.

1. Wetherspoons pubs will the of all food and drink by 7.5% on Thursday, its owner has announced.

2. Starbucks lately has started UberEats delivery test in bid to
..... in the U.S. as consumers shift to healthier, less sugary options than the chain's signature Frappuccino drinks.

3. Roland is ready to three new synth and drum this week.

4. This is a common practice for Apple to for older iPhones or discontinue the previous generation iPhones altogether when it launches new models.

5. The European Broadcasting Union announced on Thursday that next year's will be in the coastal city – at the Tel Aviv Fairgrounds, with the grand finale event taking place on May 18.

6. Innovators in the North East are being urged to submit their entries to a competition that is searching for the next, best ideas in healthcare before its closing date. It's the last chance for them to Bright Ideas

7. Lenovo and NetApp partnered to start a joint venture company in China and new storage

8. Apple Inc. on Wednesday unveiled its biggest and most expensive iPhone lineup ever, making a bet that larger screens can persuade millions of iPhone owners to not only upgrade to a new device but also fork over more money than they spent in past years. The new models are critical to in a contracting smartphone market where people hold on to devices longer, and growth of high-price handsets has stagnated.

7. Study the phrasal verbs from the text, explain their meaning. Make your own sentences using the following phrasal verbs: perks up; sum up; from scratch; stay ahead of; light up; are built into; give out; keep an eye on; turn off; to put in; feed into.

SUPPLEMENTARY TASKS

Read the texts I-V below. For each text:

- a) find all the international words;**
- b) identify the “false friends” and comment on their meaning;**
- c) make a list of key nouns, then use them to make 5-line cinquains;**
 - (1st line – a topic noun
 - 2nd line – two adjectives to define this noun
 - 3rd line – three verbs related to this noun
 - 4th line – an example sentence to reflect your attitude or explain the meaning
 - 5th line – one word to sum up the whole idea);
- d) find phrasal verbs, identify their meaning and use them in your own sentences;**
- e) look for n+n phrases, think of their proper translation;**
- f) find conversed words, determine which part of speech they belong to, translate the sentences where the conversed words were used.**

‘Our minds can be hijacked’:

the tech insiders who fear a smartphone dystopia

Text I

Justin Rosenstein had tweaked his laptop’s operating system to block Reddit, banned himself from Snapchat, which he compares to heroin, and imposed limits on his use of Facebook. But even that wasn’t enough. In August, the 34-year-old tech executive took a more radical step to restrict his use of social media and other addictive technologies.

Rosenstein purchased a new iPhone and instructed his assistant to set up a parental-control feature to prevent him from downloading any apps.

He was particularly aware of the allure of Facebook “likes”, which he describes as “bright dings of pseudo-pleasure” that can be as hollow as they are seductive. And Rosenstein should know: he was the Facebook engineer who created the “like” button in the first place.

A decade after he stayed up all night coding a prototype of what was then called an “awesome” button, Rosenstein belongs to a small but growing band of Silicon Valley heretics who complain about the rise of the so-called “attention economy”: an internet shaped around the demands of an advertising economy.

These refuseniks are rarely founders or chief executives, who have little incentive to deviate from the mantra that their companies are making the world a better place. Instead, they tend to have worked a rung or two down the corporate ladder: designers, engineers and product managers who, like Rosenstein, several years ago put in place the building blocks of a digital world from which they are now trying to disentangle themselves. “It is very common,” Rosenstein says, “for humans to develop things with the best of intentions and for them to have unintended, negative consequences.”

Rosenstein, who also helped create Gchat during a stint at Google, and now leads a San Francisco-based company that improves office productivity, appears most concerned about the psychological effects on people who, research shows, touch, swipe or tap their phone 2,617 times a day.

There is growing concern that as well as addicting users, technology is contributing toward so-called “continuous partial attention”, severely limiting people’s ability to focus, and possibly lowering IQ. One recent study showed that the mere presence of smartphones damages cognitive capacity – even when the device is turned off. “Everyone is distracted,” Rosenstein says. “All of the time.”

It is very common for humans to develop things with the best of intentions that have unintended, negative consequences

But those concerns are trivial compared with the devastating impact upon the political system that some of Rosenstein’s peers believe can be attributed to the rise of social media and the attention-based market that drives it.

Drawing a straight line between addiction to social media and political earthquakes like Brexit and the rise of Donald Trump, they contend that digital

forces have completely upended the political system and, left unchecked, could even render democracy as we know it obsolete.

In 2007, Rosenstein was one of a small group of Facebook employees who decided to create a path of least resistance – a single click – to “send little bits of positivity” across the platform. Facebook’s “like” feature was, Rosenstein says, “wildly” successful: engagement soared as people enjoyed the short-term boost they got from giving or receiving social affirmation, while Facebook harvested valuable data about the preferences of users that could be sold to advertisers. The idea was soon copied by Twitter, with its heart-shaped “likes” (previously star-shaped “favourites”), Instagram, and countless other apps and websites.

It was Rosenstein’s colleague, Leah Pearlman, then a product manager at Facebook and on the team that created the Facebook “like”, who announced the feature in a 2009 blogpost. Now 35 and an illustrator, Pearlman confirmed via email that she, too, has grown disaffected with Facebook “likes” and other addictive feedback loops. She has installed a web browser plug-in to eradicate her Facebook news feed, and hired a social media manager to monitor her Facebook page so that she doesn’t have to.

“One reason I think it is particularly important for us to talk about this now is that we may be the last generation that can remember life before,” Rosenstein says. It may or may not be relevant that Rosenstein, Pearlman and most of the tech insiders questioning today’s attention economy are in their 30s, members of the last generation that can remember a world in which telephones were plugged into walls.

It is revealing that many of these younger technologists are weaning themselves off their own products, sending their children to elite Silicon Valley schools where iPhones, iPads and even laptops are banned. They appear to be abiding by a Biggie Smalls lyric from their own youth about the perils of dealing crack cocaine: never get high on your own supply.

If the people who built these technologies are taking such radical steps to wean themselves free, can the rest of us reasonably be expected to exercise our free will?

Text II

Not according to Tristan Harris, a 33-year-old former Google employee turned vocal critic of the tech industry. “All of us are jacked into this system,” he says. “All of our minds can be hijacked. Our choices are not as free as we think they are.”

Harris, who has been branded “the closest thing Silicon Valley has to a conscience”, insists that billions of people have little choice over whether they use these now ubiquitous technologies, and are largely unaware of the invisible ways in which a small number of people in Silicon Valley are shaping their lives.

A graduate of Stanford University, Harris studied under BJ Fogg, a behavioural psychologist revered in tech circles for mastering the ways technological design can be used to persuade people. Many of his students have gone on to prosperous careers in Silicon Valley.

Harris is the student who went rogue; a whistleblower of sorts, he is lifting the curtain on the vast powers accumulated by technology companies and the ways they are using that influence. “A handful of people, working at a handful of technology companies, through their choices will steer what a billion people are thinking today,” he said at a recent TED talk in Vancouver.

“I don’t know a more urgent problem than this,” Harris says. “It’s changing our democracy, and it’s changing our ability to have the conversations and relationships that we want with each other.” Harris went public – giving talks, writing papers, meeting lawmakers and campaigning for reform after three years struggling to effect change inside Google’s Mountain View headquarters.

It all began in 2013, when he was working as a product manager at Google, and circulated a thought-provoking memo, *A Call To Minimise Distraction & Respect Users’ Attention*, to 10 close colleagues. It struck a chord, spreading to some 5,000 Google employees, including senior executives who rewarded Harris with an impressive-sounding new job: he was to be Google’s in-house design ethicist and product philosopher.

Looking back, Harris sees that he was promoted into a marginal role. “I didn’t have a social support structure at all,” he says. Still, he adds: “I got to sit in a corner and think and read and understand.”

He explored how LinkedIn exploits a need for social reciprocity to widen its network; how YouTube and Netflix autoplay videos and next episodes, depriving users of a choice about whether or not they want to keep watching; how Snapchat created its addictive Snapstreaks feature, encouraging near-constant communication between its mostly teenage users.

The techniques these companies use are not always generic: they can be algorithmically tailored to each person. An internal Facebook report leaked this year, for example, revealed that the company can identify when teens feel “insecure”, “worthless” and “need a confidence boost”. Such granular information, Harris adds, is “a perfect model of what buttons you can push in a particular person”.

Tech companies can exploit such vulnerabilities to keep people hooked; manipulating, for example, when people receive “likes” for their posts, ensuring they arrive when an individual is likely to feel vulnerable, or in need of approval, or maybe just bored. And the very same techniques can be sold to the highest bidder. “There’s no ethics,” he says. A company paying Facebook to use its levers of persuasion could be a car business targeting tailored advertisements to different types of users who want a new vehicle. Or it could be a Moscow-based troll farm seeking to turn voters in a swing county in Wisconsin.

Harris believes that tech companies never deliberately set out to make their products addictive. They were responding to the incentives of an advertising economy, experimenting with techniques that might capture people’s attention, even stumbling across highly effective design by accident.

A friend at Facebook told Harris that designers initially decided the notification icon, which alerts people to new activity such as “friend requests” or “likes”, should be blue. It fit Facebook’s style and, the thinking went, would appear “subtle and innocuous”. “But no one used it,” Harris says. “Then they switched it to red and of course everyone used it.”

That red icon is now everywhere. When smartphone users glance at their phones, dozens or hundreds of times a day, they are confronted with small red dots beside their apps, pleading to be tapped. “Red is a trigger colour,” Harris says. “That’s why it is used as an alarm signal.”

The most seductive design, Harris explains, exploits the same psychological susceptibility that makes gambling so compulsive: variable

rewards. When we tap those apps with red icons, we don't know whether we'll discover an interesting email, an avalanche of "likes", or nothing at all. It is the possibility of disappointment that makes it so compulsive.

It's this that explains how the pull-to-refresh mechanism, whereby users swipe down, pause and wait to see what content appears, rapidly became one of the most addictive and ubiquitous design features in modern technology. "Each time you're swiping down, it's like a slot machine," Harris says. "You don't know what's coming next. Sometimes it's a beautiful photo. Sometimes it's just an ad."

Text III

The designer who created the pull-to-refresh mechanism, first used to update Twitter feeds, is Loren Brichter, widely admired in the app-building community for his sleek and intuitive designs.

Now 32, Brichter says he never intended the design to be addictive – but would not dispute the slot machine comparison. "I agree 100%," he says. "I have two kids now and I regret every minute that I'm not paying attention to them because my smartphone has sucked me in."

Brichter created the feature in 2009 for Tweetie, his startup, mainly because he could not find anywhere to fit the "refresh" button on his app. Holding and dragging down the feed to update seemed at the time nothing more than a "cute and clever" fix. Twitter acquired Tweetie the following year, integrating pull-to-refresh into its own app.

Since then the design has become one of the most widely emulated features in apps; the downward-pull action is, for hundreds of millions of people, as intuitive as scratching an itch.

Brichter says he is puzzled by the longevity of the feature. In an era of push notification technology, apps can automatically update content without being nudged by the user. "It could easily retire," he says. Instead it appears to serve a psychological function: after all, slot machines would be far less addictive if gamblers didn't get to pull the lever themselves. Brichter prefers another comparison: that it is like the redundant "close door" button in some elevators with automatically closing doors. "People just like to push it."

All of which has left Brichter, who has put his design work on the backburner while he focuses on building a house in New Jersey, questioning his legacy. “I’ve spent many hours and weeks and months and years thinking about whether anything I’ve done has made a net positive impact on society or humanity at all,” he says. He has blocked certain websites, turned off push notifications, restricted his use of the Telegram app to message only with his wife and two close friends, and tried to wean himself off Twitter. “I still waste time on it,” he confesses, “just reading stupid news I already know about.” He charges his phone in the kitchen, plugging it in at 7pm and not touching it until the next morning.

“Smartphones are useful tools,” he says. “But they’re addictive. Pull-to-refresh is addictive. Twitter is addictive. These are not good things. When I was working on them, it was not something I was mature enough to think about. I’m not saying I’m mature now, but I’m a little bit more mature, and I regret the downsides.”

Text IV

Roger McNamee, a venture capitalist who benefited from hugely profitable investments in Google and Facebook, has grown disenchanted with both companies, arguing that their early missions have been distorted by the fortunes they have been able to earn through advertising.

He identifies the advent of the smartphone as a turning point, raising the stakes in an arms race for people’s attention. “Facebook and Google assert with merit that they are giving users what they want,” McNamee says. “The same can be said about tobacco companies and drug dealers.”

McNamee chooses his words carefully. “The people who run Facebook and Google are good people, whose well-intentioned strategies have led to horrific unintended consequences,” he says. “The problem is that there is nothing the companies can do to address the harm unless they abandon their current advertising models.”

But how can Google and Facebook be forced to abandon the business models that have transformed them into two of the most profitable companies on the planet?

McNamee believes the companies he invested in should be subjected to greater regulation, including new anti-monopoly rules. In Washington, there is

growing appetite, on both sides of the political divide, to rein in Silicon Valley. But McNamee worries the behemoths he helped build may already be too big to curtail. “The EU recently penalised Google \$2.42bn for anti-monopoly violations, and Google’s shareholders just shrugged,” he says.

Rosenstein, the Facebook “like” co-creator, believes there may be a case for state regulation of “psychologically manipulative advertising”, saying the moral impetus is comparable to taking action against fossil fuel or tobacco companies. “If we only care about profit maximisation,” he says, “we will go rapidly into dystopia.”

Text V

James Williams does not believe talk of dystopia is far-fetched. The ex-Google strategist who built the metrics system for the company’s global search advertising business, he has had a front-row view of an industry he describes as the “largest, most standardised and most centralised form of attentional control in human history”.

Williams, 35, left Google last year, and is on the cusp of completing a PhD at Oxford University exploring the ethics of persuasive design. It is a journey that has led him to question whether democracy can survive the new technological age.

He says his epiphany came a few years ago, when he noticed he was surrounded by technology that was inhibiting him from concentrating on the things he wanted to focus on. “It was that kind of individual, existential realisation: what’s going on?” he says. “Isn’t technology supposed to be doing the complete opposite of this?”

That discomfort was compounded during a moment at work, when he glanced at one of Google’s dashboards, a multicoloured display showing how much of people’s attention the company had commandeered for advertisers. “I realised: this is literally a million people that we’ve sort of nudged or persuaded to do this thing that they weren’t going to otherwise do,” he recalls.

He embarked on several years of independent research, much of it conducted while working part-time at Google. About 18 months in, he saw the Google memo circulated by Harris and the pair became allies, struggling to bring about change from within.

Williams and Harris left Google around the same time, and co-founded an advocacy group, Time Well Spent, that seeks to build public momentum for a change in the way big tech companies think about design.

“Eighty-seven percent of people wake up and go to sleep with their smartphones,” he says. The entire world now has a new prism through which to understand politics, and Williams worries the consequences are profound.

The same forces that led tech firms to hook users with design tricks, he says, also encourage those companies to depict the world in a way that makes for compulsive, irresistible viewing. “The attention economy incentivises the design of technologies that grab our attention,” he says. “In so doing, it privileges our impulses over our intentions.”

That means privileging what is sensational over what is nuanced, appealing to emotion, anger and outrage. The news media is increasingly working in service to tech companies, Williams adds, and must play by the rules of the attention economy to “sensationalise, bait and entertain in order to survive”.

In the wake of Donald Trump’s stunning electoral victory, many were quick to question the role of so-called “fake news” on Facebook, Russian-created Twitter bots or the data-centric targeting efforts that companies such as Cambridge Analytica used to sway voters. But Williams sees those factors as symptoms of a deeper problem.

It is not just shady or bad actors who were exploiting the internet to change public opinion. The attention economy itself is set up to promote a phenomenon like Trump, who is masterly at grabbing and retaining the attention of supporters and critics alike, often by exploiting or creating outrage.

Williams was making this case before the president was elected. In a blog published a month before the US election, Williams sounded the alarm bell on an issue he argued was a “far more consequential question” than whether Trump reached the White House. The reality TV star’s campaign, he said, had heralded a watershed in which “the new, digitally supercharged dynamics of the attention economy have finally crossed a threshold and become manifest in the political realm”.

Williams saw a similar dynamic unfold months earlier, during the Brexit campaign, when the attention economy appeared to him biased in favour of the

emotional, identity-based case for the UK leaving the European Union. He stresses these dynamics are by no means isolated to the political right: they also play a role, he believes, in the unexpected popularity of leftwing politicians such as Bernie Sanders and Jeremy Corbyn, and the frequent outbreaks of internet outrage over issues that ignite fury among progressives.

All of which, Williams says, is not only distorting the way we view politics but, over time, may be changing the way we think, making us less rational and more impulsive. “We’ve habituated ourselves into a perpetual cognitive style of outrage, by internalising the dynamics of the medium,” he says.

It is against this political backdrop that Williams argues the fixation in recent years with the surveillance state fictionalised by George Orwell may have been misplaced. It was another English science fiction writer, Aldous Huxley, who provided the more prescient observation when he warned that Orwellian-style coercion was less of a threat to democracy than the more subtle power of psychological manipulation, and “man’s almost infinite appetite for distractions”.

Since the US election, Williams has explored another dimension to today’s brave new world. If the attention economy erodes our ability to remember, to reason, to make decisions for ourselves – faculties that are essential to self-governance – what hope is there for democracy itself?

“The dynamics of the attention economy are structurally set up to undermine the human will,” he says. “If politics is an expression of our human will, on individual and collective levels, then the attention economy is directly undermining the assumptions that democracy rests on.” If Apple, Facebook, Google, Twitter, Instagram and Snapchat are gradually chipping away at our ability to control our own minds, could there come a point, I ask, at which democracy no longer functions?

“Will we be able to recognise it, if and when it happens?” Williams replies. “And if we can’t, then how do we know it hasn’t happened already?”

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над розвитком англомовних лінгвістичних компетенцій

Англійською та українською мовами

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